Building the Foundation

Developing Core Values

"Core values help us define our boundaries and understand how to prioritize what truly matters to us, and they are the compass that help guide our decision-making."

- Stephanie Fallon, the good trade

Every business, ministry, organization, or person requires a clear sense of who they are to function effectively and authentically. This is the purpose of identifying core values. To be clear, <u>core values aren't created; they are discovered.</u> They are unveiled as the guiding principles that reveal the h eart behind the purpose, passion, and performance. If not disclosed, the entity risks functioning out of alignment with its true essence and ethical design.

Core values bring three key benefits to an organization or company:

- 1. Reduce organizational variance They limit the potential of employees and leaders to have differing standards, beliefs, and motives
- 2. Hold leaders accountable. They become a measuring tool for the performance and management principles of those in leadership positions.
- 3. Provide an assessment of processes and performance They provide a metric for how the company performs and its processes' alignment.

Core values are created when a company considered four factors:

- 1. The purpose of the company's existence.
- 2. The demographics of its target audience.
- 3. The company's commitment to "how" it meets its audience's needs.
- 4. The company's desired long-term global impact.

Finish the worksheet and place	tne final answe	rs nere:	
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Core Values Discovery Worksheet

1. Why do we exist? What are ten words that describe what God created the ministry to bring to the lives of people in this world? 2. Who is our target audience? What are ten words that describe who we serve? What are ten phrases that describe how their lives need to be changed by what we bring?

4. What do we want to be known for consistently bringing to the world forty years from now? What ten positive words do we want to describe our ministry forty years from now?	ıvvay	are ten words or phrases that describe "how" we serve those we are called to reach that reflects the heart of God and our highest level of ministry?
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